

COMMUNICATIONS SPECIALIST  
(City Manager's Office)

**POSITION SUMMARY:** The communications specialist is responsible for supporting City programs and functions by leading, coordinating, and executing communication and special events for the City. This position develops and applies an understanding of the City's vision and priorities and is responsible to apply those priorities by developing, planning, and implementing innovative, integrated, cohesive short- and long-term communication plans, including digital and print content strategies. The communications specialist also completes ancillary administrative services, special studies and projects, and public relations work. This position works with a diverse group of external and internal stakeholders to develop communication initiatives within the City. Independent judgment, critical thinking, leadership, and initiative are required to plan, prioritize, and organize a diversified workload. Worked is performed with the active mentorship, advice, and direction from supervisor for complex issues. Occasional evening and weekend work will be required.

**SUPERVISION RECEIVED:** Work is performed under the direction of the Deputy City Manager or designee

**ESSENTIAL JOB FUNCTIONS:** *An employee in this position may be called upon to do any or all of the following essential functions. These examples do not include all of the duties which the employee may be expected to perform. To perform this job successfully, an individual must be able to perform each essential function satisfactorily.*

1. Work cooperatively with the deputy city manager, other City staff, City Council, boards and commissions, and others to establish priorities, develop plans and goals, coordinate activities, and implement projects related to communication and special events.
2. Build and execute communication strategies through research, benchmarking, messaging, and audience identification. Write, develop, and strategize content production and scheduling. Utilize online, print, social, and other forms of media as appropriate.
3. Design and implement campaigns to educate, inform, and engage residents, the community, key partners, and the public about information related to the City of Wyoming and each of its departments.
4. Ensure all messaging is consistent with the City's values. Champion diversity, equity, and inclusion by designing strategies and content to reach all stakeholders.
5. Manage the City's website and social media accounts, both content and design. Identify and delegate related tasks as appropriate. Work collaboratively with stakeholders in other departments to manage content shared to all City-maintained outlets.
6. Advise city manager, deputy city manager, and staff on recommended best practices, regulations, and policies related to communication and marketing, content strategy, public relations, and branding. Implement as required.
7. Assist with a variety of media relations activities. Act as City spokesperson as directed. Establish and maintain effective relationships with residents, news media, City officials, employees, business representatives, volunteers, and others.
8. Represent the City at special events, holiday celebrations, and other observances, many of which occur on evenings and weekends.

9. Attend city council regular meetings and work sessions.
10. Evaluate and analyze the impact and success of the City's communication efforts. Identify trends across media platforms to increase engagement.
11. Prepare and edit a variety of correspondence. Create printed materials such as newsletters and brochures. Write blogs and e-blasts. Research and write a variety of reports and documentation.
12. Assist with city-wide brand development and management.
13. Maintain confidential records; process and transmit information that requires a high degree of discretion.
14. Make presentations; coordinate and conduct training programs.
15. Provide customer service and receive and address routine and non-routine inquiries and complaints made by residents, businesses, staff, and others in a professional manner. Ensure appropriate follow-up in a timely manner.
16. Perform related work as required.

**KNOWLEDGE, SKILLS, AND ABILITIES:** *The requirements listed below are representative of the knowledge, skills, abilities, and minimum qualifications necessary to perform the essential functions of the position. A qualified individual with a disability must be able to perform the essential functions of the position with or without reasonable accommodation.*

- A. A bachelor's degree in communications, journalism, marketing, public relations, public administration, or a related field.
- B. Three years of responsible experience in the communications field.
- C. Ability to develop a comprehensive understanding of public administration and the organization and operation of municipal government.
- D. Skill in leadership and project management, including the ability to work cooperatively with staff at all levels of the organization and external stakeholders to achieve desired outcomes.
- E. Ability to exercise independent judgment and discretion and handle sensitive matters.
- F. Ability to think critically and assess both short- and long-term outcomes.
- G. Skill in effectively communicating ideas and concepts in varied, engaging, and easily understandable formats.
- H. Knowledge of the principles and practices of marketing, branding, advertising, public relations, graphic design, and website design.
- I. Knowledge of or ability to develop understanding of Associated Press (AP) style, and skilled in concise and consistent messaging.
- J. Knowledge and understanding of social media platforms including Facebook, Instagram,

Tik Tok, Twitter, and LinkedIn. Ability to quickly learn additional platforms and develop engaging content.

- K. Knowledge of and ability to learn and implement crisis communication strategies and procedures.
- L. Demonstrate creativity to produce digital storytelling through social media platforms. Experience in updating and managing social media; ability to create shareable content.
- M. Ability to manage and respond to requests for social media postings outside of normal business hours.
- N. Demonstrate passion for community through interaction with the public in person and through social media.
- O. Strong collaboration and project management skills.
- P. Ability to respond to public inquiries and internal requests with a high degree of diplomacy and professionalism.
- Q. Ability to develop and follow procedures and policies and carry out routine and complex instructions. Ability to educate staff, city council, and the public.
- R. Ability to work in a team; possess self-supervising attributes and have a positive, congenial attitude. Confidence to take the lead and guide departments when necessary.
- S. Ability to establish effective working relationships and use tact, good judgment, and resourcefulness when working with staff, volunteer workers, other governmental agencies, and the public.
- T. Ability to research and analyze data and apply insights to situations to achieve desired outcomes. Data visualization skills preferred.
- U. Ability to prepare comprehensive, accurate, and timely reports, memoranda, letters, and responses to requests for information. Proven ability to communicate and present information effectively, both in verbal and written manner, to varied audiences. Use proper spelling, grammar, and punctuation.
- V. Demonstrate a high level of proficiency in the use of office equipment and technology.
- W. Knowledge of and ability to learn software programs such as Microsoft Office, HootSuite, Canva, Adobe Creative Suite, and others related to areas of responsibility; ability to quickly learn other technology as necessary.
- X. Possess excellent organizational skills and problem-solving ability. Understand the larger perspective and goals of the organization. Detail oriented; possess skill in organizing schedules and coordinating associated resources. Ability to identify and follow through with process improvements.
- Y. Ability to work effectively within deadlines and with changing work priorities. Ability to work any schedule as necessary to provide proper coverage. Ability to travel to various locations both in and out of state to receive additional training as deemed necessary.

Z. Possess a valid Michigan motor vehicle operator's permit.

**PHYSICAL DEMANDS AND WORK ENVIRONMENT:** *The physical demands and work environment characteristics described here are representative of those an employee encounters while performing the essential functions of the job. A qualified individual with a disability must be able to perform the essential functions of the position with or without reasonable accommodation.*

While performing the duties of this job, the employee is regularly required to talk or hear. While performing the duties of this job, the employee is regularly required to communicate with others and view and produce written documents. The employee frequently is required to sit; use hands to finger, handle, or feel; and reach with hands and arms. The employee must frequently lift and/or move items of light weight.

While performing the duties of this job, the employee regularly works in a business office setting and occasionally in the field, including emergency situations. The employee is expected to work under deadlines with the potential for constant interruption and change. The employee may be required to drive in inclement weather.

May 2019  
Revised October 2021  
Revised December 2022